



FOR IMMEDIATE RELEASE

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SUPERVISOR RIDLEY-THOMAS CALLS FOR OUTREACH EFFORTS TO ENROLL PERMANENT VOTE BY MAIL VOTERS

LOS ANGELES – Stating that Permanent Vote By Mail (PVBM) voting has become increasingly popular among California voters with percentages increasing with each statewide election, the Board Supervisors today approved Supervisor Mark Ridley-Thomas proposal to develop a comprehensive voter outreach and education plan to encourage PVBM the 2010 General Election.

“Voter participation and an informed electorate are fundamental to the health of our democratic process,” Supervisor Ridley-Thomas said.

In Los Angeles County, the percentage of PVBM voters increased from 10.43% of registered voters in November 2008 to 14.91% in June 2010. Despite the increase, the County still lags behind other counties where PVBM voter sign-ups and participation has increased at a more accelerated pace.

The County of L.A. had the lowest turnout in the state for the 2010 Statewide Primary Election (23.5% vs. 33.7% statewide), which minimized its voice in the primary.

“As the largest electoral jurisdiction and one that serves among the most diverse populations of county voters in the country, programs that support and facilitate voter education and promote voter turnout are inherent, and appropriate resources should be allocated to support such efforts,” the Supervisor said.

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